



2012 ACCI
BUSINESS AWARDS

Application Pack

Proudly sponsored by:

Albany  Advertiser

Albany is great weather
Weekender

Albany
Community Bank® Branch
Bendigo Bank




An Australian Government Initiative
AusIndustry

AUSTRALIA
POST

**BEST OFFICE
SYSTEMS**

**City of
Albany**

**GREAT SOUTHERN
Development Commission**

Great Southern
Institute of Technology

GWN7

**HHG
LEGAL
GROUP**

LINCOLNS
Accountants
and Business Advisors

Regional
Development
Australia
GREAT SOUTHERN WA

**SMALL
BUSINESS
CENTRE**
Great Southern

Small Business
Development
Corporation
Western Australia
Building your future

SOUTHCOAST
NATURAL SECURITY MANAGEMENT™

Skywest

Telstra
Country Wide™

**THE
WHITE
STAR
ALBANY**

WIGNALLS
ALBANY

An electronic version of this Application Pack is available from the Albany Chamber of Commerce and Industry website: www.albanycci.com.au

ENTRY INFORMATION

Welcome to the 2012 ACCI Business Awards

Once you decide to enter the ACCI Business Awards, you immediately begin to reap the rewards. Preparation of your submission gives you a fresh perspective and new insights into future strategies for the growth and development of your business. It also gives you a golden opportunity to stop and reflect how far you've already come. The entry process has been deliberately designed to help you focus on key aspects of your business:

- strengths and weaknesses
- management resources and structure
- people and their development
- future direction

Regardless of whether your business is named a winner this year or in the future, you'll have a valuable opportunity to benchmark your performance against other successful businesses.

What the ACCI Business Awards can do for your business!

- As a Finalist you gain the prestige and satisfaction that comes with significant public recognition of your achievements;
- You will receive publicity at a local level plus the possibility of state level promotion;
- Winners in some categories will be eligible for entry in the *Small Business Development Corporation WA Regional Small Business Awards*. Past winners include:
 - Florescence
 - Ryan Waugh Hairdressing
 - Cape Howe Cottages
 - Jetset Travel Albany
 - Reeves on Campbell Fresh Essentials
 - Bay Merchants
- Your staff and associates will share in your success and will be motivated to continue to strive for excellence;
- Like past Award winners you will enjoy a distinct business advantage through the enhancement of your organisation's image and standing;
- Winners are entitled to use the 2012 ACCI Business Awards logo on their stationery, labels, packaging and marketing communications;
- All winners receive a trophy and Winner's Certificate;
- All winners will be prominently acknowledged in the 2013 ACCI Business and Community Directory.

Nomination of Others

Many businesses that provide exceptionally good products and services are often reluctant to enter awards as they believe that it's 'blowing their own trumpet'. These businesses need encouragement to enter and to receive the accolades they so richly deserve.

If you know of a business that is deserving of recognition, please complete the Nomination of Others form and ACCI will encourage those nominees to enter the Awards.

Important dates:

Closing date for all Applications
ACCI 2011 Business Awards Gala Presentation Dinner

Friday 2nd March 2012
Friday 30th March 2012

HOW TO ENTER (Checklist)

- Determine if you are eligible (See below).
- Complete the **Entry Form**. You may enter up to three categories (plus the Green Business Category). Indicate each category entered on the entry form.
- Complete a **Submission** by addressing the Selection Criteria. Your Submission must address the performance of your business against the Selection Criteria for the Award(s) applied for. If you believe a specific criterion is not applicable to you, please state the reason(s) in the space allocated for that criterion.
- The **Submission** component of your application needs to be succinct and **NOT EXCEED TWELVE A4 PAGES IN TOTAL**. More than twelve pages addressing the selection criteria will *detract* from your submission and result in a lower rating.
- You may include an additional **six A4 pages of supporting documentation** in your application. This could include business brochures, planning documents, advertising, customer feedback, a summary of why you deserve to be selected as the winner of this category, etc.
- Your **FULL APPLICATION** of no more than **19 pages** (maximum 12 pages addressing selection criteria, plus up to 6 supporting documentation, plus entry form) should include **4 copies of your Submission with supporting documentation**.
- Submit **4 copies only** of your full application. (We do NOT require 4 copies per category entered)
- Applications to be in either **Arial** or **Times New Roman**, minimum font size 11.

Eligibility

You are eligible to apply if you are an Albany or Great Southern-based registered business and can demonstrate a substantial degree of financial and managerial autonomy, reasonable freedom from external policy direction in relation to products or operations under review, and undertake product or service development and/or manufacturing in Albany and/or the Great Southern region. (Franchise businesses are exempt from these conditions when nominating for the Best Franchise award) In addition, all entrants must also meet the Judging Criteria for their nominated category.

Your enterprise can be:

- A listed company
- A franchisor or a franchisee
- More than 50% owned by another business; or
- Part of a larger group with significant buying power

Ineligibility

Clubs, co-operatives, not-for-profit organisations, majority government funded or government agencies are ineligible to enter the Business Award categories (an exception exists in the Tourism Category in line with Tourism Council State Tourism Awards). However, in recognition of their role and importance to the region, ACCI has developed the Community Business Award to recognise the value of this sector.

Judging

An independent panel of judges will base their decisions on the Award Criteria. ACCI staff and Executive Committee Members have no input into the judging process. Being a client, subsidiary or otherwise associated with the Award's sponsors does not exclude you from applying for an award in any category, provided you meet the Judging Criteria. The Judging Panel reserves the right to move entrants into other appropriate categories. Entrants need to be aware that they must fully satisfy the criteria and only those deemed 'competitive' will become finalists.

THE AWARD CATEGORIES

ACCI Wignalls Wine Award for Micro Businesses (fewer than 5 employees)	Criteria 1 only
ACCI Australia Post Award for Businesses with 5 to 10 employees.	Criteria 1 only
ACCI Lincolns Award for Businesses with 11 to 20 employees	Criteria 1 only
ACCI Regional Development Australia - Great Southern Award for Businesses with more than 20 employees	Criteria 1 only
ACCI Skywest Tourism Award For outstanding performance in the tourism industry. Businesses, including the not-for-profit sector, providing accommodation, food, tours, tourist attractions, events, transport and businesses that promote Albany or the Great Southern region are eligible.	Criteria 1 & 2
ACCI Best Office Systems for Best Franchise Business For a locally owned & operated Franchisee of a State, National or International Franchise group.	Criteria 1 only
ACCI AusIndustry Industry Development Award For outstanding development of products and/or services, innovation and/or leadership by an enterprise.	Criteria 1 & 3
ACCI Great Southern Development Commission Export Award For outstanding export achievement by an enterprise. Achievement could relate to products, services or technology. New exporters are encouraged to enter.	Criteria 1 & 4
ACCI Albany Port Authority Agribusiness Award For outstanding service or excellent product in the field of agriculture. Open to primary producers, machinery designers and manufacturers, rural consultants and other businesses adding value within the agricultural sector.	Criteria 1 & 3
ACCI Albany Community Bank Community Business Award ACCI recognises the role of the community service sector to the region and its economy. This Award recognises those community service groups, not-for-profit organisations and Government agencies that provide excellent service and support to the community.	Criteria 1 & 5
ACCI Small Business Development Corporation Home Based Business Award For outstanding achievement by a business that operates at or from home.	Criteria 1 & 6
ACCI Small Business Centre Great Southern Business Achiever Award For outstanding achievement by a business that has used the services of the local Small Business Centre to start or grow their business.	Criteria 1 only
ACCI South Coast Natural Resource Management Green Business Award For outstanding achievement by a business that has demonstrated 'green' credentials by implementing various environmental processes and initiatives.	Criteria 1 & 7
ACCI Albany & Great Southern Weekender Customer Service Business of the Year Award Entrants for this category are the monthly winners of the ACCI Weekender Customer Service Business of the Month winners during the preceding year.	
ACCI City of Albany Young Business Person of the Year Award	Separate Criteria Submission P10
For outstanding achievement and contribution by an individual 35 years or under on 30 June 2012.	
ACCI Telstra Countrywide Business Person of the Year Award	Separate Criteria Submission P11
For outstanding achievement and contribution to the region by an individual, usually over many years.	
ACCI HHG Legal – Hudson Henning & Goodman Business of the Year Award The premier award will be the presentation of the overall ACCI Business of the Year Award. This award will be selected from the winners of the 12 general business awards.	

Please note: The judges reserve the right to move entrants into other appropriate categories. Entrants need to be aware that they must fully satisfy the criteria and only those deemed 'competitive' will become finalists.

SELECTION CRITERIA

ENTRY FORM

SUBMISSION GUIDE

The following pages detail the criteria for each Award and give an idea of what the judges will be looking for. Remember, it is “a guide” only and applicants can use innovative means to address the criteria.

Remember, the final application must be no more than 19 pages, (12 page submission, 6 pages supporting documentation, plus the Entry Form. If the submission addressing the selection criteria exceeds 12 pages it will detract from your application.

Print size must be no smaller than 11 point type. Please use either Arial or Times New Roman fonts.

If you require further information, please don't hesitate to contact staff at ACCI on 9845 7888

SUBMISSION GUIDE and ASSESSMENT CRITERIA

Submissions will be evaluated on the basis of how well they address the Selection Criteria. Your submission should demonstrate how your business meets the criteria. Wherever possible, we recommend you use specific examples to illustrate your claims.

Criterion 1: Your business and its achievements, is the core criterion and must be addressed in all submissions (except for the Business Person of the Year Award & the Customer Service Business of the Year Award). We recommend you address each of the 8 headings within Criterion 1, although we recognise that different businesses will give different weight or importance to different elements.

Criteria 2 to 7 are additional criteria. You will need to address the particular criterion that is appropriate for the particular award you are contesting.

For example, if submitting for the Tourism Award, you would need to address Criterion 1 and 2. If submitting for the Home-based Business Award, you would need to address Criterion 1 and 6.

CORE CRITERION

Criterion 1: Your Business and Its Achievements (All Award categories except Business Person of the Year & Customer Service Award)

1.1 Vision

Empowering vision (or planning) that has “pulled” your business to where it is today, or where you want it to be tomorrow.

1.2 Leadership

Outstanding leadership that has contributed significantly to your business or industry.

1.3 Management

Outstanding management (including people management, operations management, financial management, etc.) that has contributed significantly to your business.

1.4 Technical Expertise

Outstanding technical or professional performance that has contributed significantly to your business

1.5 Innovation

Innovation in products, services, technology, operations, marketing or any other area, that has been or promises to be beneficial to your business, its stakeholders or the region.

1.6 Environment & Sustainability

Initiatives undertaken to reduce your carbon footprint and impact on the local environment including environmental policies, recycling initiatives, conservation activities, solar passive design principles, and other energy and water saving practices.

1.7 Contribution

Notable social or economic benefits your business has provided or is likely to provide to the community and/or the environment.

1.8 Results

Notable financial or other business achievements.

ADDITIONAL CRITERIA

Criterion 2: Tourism

Submissions for the Tourism Award may address one or more of the following:

- a) The philosophy behind the establishment and growth of your business.
- b) The impact of your business on the natural environment.
- c) Links between your business and other businesses within the region.
- d) The impact of your business on the local community.
- e) The contribution of your business to regional tourism.

Criterion 3: Industry Development

Submissions for the Industry Development Award may address one or more of the following:

- a) Research and development projects your business has undertaken.
- b) Products or services your business has developed.
- c) Innovation in any area of business, including operations, marketing, management or finance.
- d) Leadership initiative and achievements that have impacted your business and the industry.

To assist your submission, you may also consider factors such as:

- Company planning
- Production capability
- Identifiable competitive advantage
- Quality Assurance initiatives
- After sales service
- Overall commitment

Criterion 4: Export

Submissions for the Export Award may address the following:

- a) Volume and value of export sales.
- b) Growth of export sales in total and as a proportion of total sales – actual and projected.
- c) Export marketing strategy including positioning in the marketplace, e-commerce, and innovative techniques.

Criterion 5: Community Business

Submissions for the Community Business Award may address one or more of the following:

- a) How your organisation contributes to the local community.
- b) How your organisation contributes to the local economy, including buying locally.
- c) How your organisation “leverages” funds to assist its clients and the wider community and/or economy.

Criterion 6: Home Based Business

Submissions for the Home Based Business Award may address one or more of the following:

- a) How being home-based has contributed to the growth and success of your business.
- b) How you have overcome the challenges of operating a business at or from home, such as isolation and home/work boundaries.
- c) Your marketing strategy and its contribution to your business success.
- d) The contribution of the Internet and e-commerce to your business.

Criterion 7: Green Business

Submissions for the Green Business Award are required to address all of the following:

- a) Commitment: Describe your organisation's record and commitment to becoming more environmentally sustainable, referencing workplace standards, policies, management structures, & reporting practices.
- b) Implementation: What 'green' activities, initiatives and/or activities has your organisation implemented?
- c) Results: What has your organisation achieved? Describe the results or beneficial outcomes of your initiative(s) referring to environmental, financial, social, cultural or other.
- d) Future: How does your organisation intend to build on these efforts in future? Briefly outline your plans for continual improvement

ENTRY FORM ACCI BUSINESS AWARDS 2012

AWARD CATEGORY

You may enter up to **three** categories (plus the Green Business Award and/or Business Person of the Year Award). Please tick the boxes below for each of the categories that you are entering.

- | | |
|---|---|
| <input type="checkbox"/> Micro Business (fewer than 5 employees)
<input type="checkbox"/> Businesses with 5-10 employees
<input type="checkbox"/> Businesses with 11-20 employees
<input type="checkbox"/> Businesses with more than 20 employees
<input type="checkbox"/> Tourism
<input type="checkbox"/> Best Franchise
<input type="checkbox"/> Industry Development
<input type="checkbox"/> Export | <input type="checkbox"/> Agribusiness
<input type="checkbox"/> Community Business
<input type="checkbox"/> Home Based Business
<input type="checkbox"/> (SBC) Business Achiever
<input type="checkbox"/> Green Business Award

<input type="checkbox"/> Young Business Person of the Year
<input type="checkbox"/> Business Person of the Year |
|---|---|

DETAILS OF BUSINESS

Business/Organisation Name _____

Trading Name _____

Company ABN _____ Year Established _____

CEO/Principal's Name _____ Position Title _____

Street Address _____ Postcode _____

Postal Address _____ Postcode _____

Phone _____ Fax _____ Email _____

Business Promotion at the Awards Presentation Dinner

These Awards provide an excellent showcase for Great Southern business. To maximise business exposure all finalists will be featured on a PowerPoint / Video presentation at the Awards Event. The Awards Programme will also feature all finalists.

Please provide a short promotional description of your business for this Programme (strictly limited to 50 words). **(These can be provided on a separate sheet of paper)**

DECLARATION OF APPLICANT

I submit my/our entry for consideration for a 2012 ACCI Business Award. I certify that the particulars given are correct to the best of my knowledge and belief.

Name _____ Position _____

Signature _____ Date _____

Please return this form with completed application and supporting documentation to the **Albany Chamber of Commerce and Industry, 76 Collie Street, Albany 6330** by **Friday 2nd March 2012**.

THE SUBMISSION

- For assistance on how to address the criteria, refer to the **Submission Guide** (p. 5 to 7).
- The **Core Criterion** 1 applies to all Awards EXCEPT Business Person of the Year & Customer Service Award. Number of employees relates to full-time equivalent (FTE) staff.
- **Additional Criteria** are required for some awards. You must address the Core Criterion and the Additional Criterion associated with the Award you are entering eg. If applying for the ACCI Home Based Business Award you would address the Core Criterion and then Criterion 6 as outlined below.

CORE CRITERION

Criterion 1: Your Business and Its Achievements

- 1.1 Vision
- 1.2 Leadership
- 1.3 Management
- 1.4 Technical Expertise
- 1.5 Innovation
- 1.6 Environment & Sustainability
- 1.7 Contribution
- 1.8 Results

Criterion 6: Home Based Business

Submissions for the Home Based Business Award may address one or more of the following:

- a) How being home-based has contributed to the growth and success of your business.
- b) How you have overcome the challenges of operating a business at or from home, such as isolation and home/work boundaries.
- c) Your marketing strategy and its contribution to your business success.
- d) The contribution of the Internet and e-commerce to your business.

ACCI YOUNG BUSINESS PERSON OF THE YEAR 2012

Nominations will be evaluated on the basis of evidence of outstanding performance or contributions to business, the community, or the region under the headings below:

Nominee must be thirty-five (35) years or under as of 30 June 2012.

<input type="checkbox"/> Name of Nominated Person
<input type="checkbox"/> Leadership
<input type="checkbox"/> Professionalism and integrity
<input type="checkbox"/> People skills
<input type="checkbox"/> Innovation
<input type="checkbox"/> Business achievements
<input type="checkbox"/> Social and/or environmental contributions

ACCI BUSINESS PERSON OF THE YEAR 2012

Nominations will be evaluated on the basis of evidence of outstanding performance or contributions to business, the community, or the region under the headings below:

<input type="checkbox"/> Name of Nominated Person
<input type="checkbox"/> Leadership
<input type="checkbox"/> Professionalism and integrity
<input type="checkbox"/> People skills
<input type="checkbox"/> Innovation
<input type="checkbox"/> Business achievements
<input type="checkbox"/> Social and/or environmental contributions